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Problems Introduction

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Problems

INTRODUCTION

Research in the leisure industry is the basis for understanding the hypotheses and theories that explain the leisure component of our present lifestyle. The applied component is usually to help refine the basic ideas and how they can be utilized in different situations. The cycle in some phases of the leisure industry has been reversed. Data is collected for the sake of decision-making and not understanding. There must be understanding before information collected is used in decision-making, if not, relationships identified are spurious. Often, the decision-maker is blamed for management problems, when it is, in fact, the data and how it has been collected.